



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Shubhasheesh Anand, et al.

Serial No.: 10/799,048

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) Confirmation No.: 6738  
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) Examiner: Unknown  
)  
) Group Art Unit No.: 3622  
)

For: PREDICTING INVENTORY AVAILABILITY AND PRIORITIZING THE SERVING  
OF COMPETING ADVERTISEMENTS BASED ON CONTRACT VALUE

Mail Stop Amendment  
Commissioner for Patents  
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INFORMATION DISCLOSURE STATEMENT

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 together with copies of the documents cited on that form, if needed. Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under the following (as indicated by an "X" to the left of the paragraph):



37 C.F.R. § 1.97(b). It is respectfully requested that the cited documents be considered and that the enclosed Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicants.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: October 20, 2006



Daniel D. Ledesma  
Reg. No. 57,181

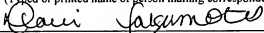
2055 Gateway Place, Suite 550  
San Jose, California 95110-1089  
Telephone: (408) 414-1080  
Facsimile: (408) 414-1076

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